

**Subject:** Re: 35th Annual San Pedro Holiday Parade  
**From:** urbanspine@gmail.com  
**Date:** 12/02/2015 12:18 PM  
**To:** Elise Swanson  
**CC:** Jacob Haik <jacob.haik@lacity.org>, Lorena Parker <lparker@sanpedrobid.com>

I have emailed many times to lparker. In fact, last time it took 4 emails and 4 phone calls for Lorena to recollect I had ever contacted her. Even then, I had to sit on the phone with her for an hour while she read my email aloud.

Someone should have added me to the contact list, no one did

You have my contact info yet you have NEVER informed me of street closures or events. It is not my responsibility to "read the news" to find out about street closures and events impacting my business, it is your responsibility. You have been negligent in doing so.

Your "security" did nothing about my vandalism, nor does it ever do anything about the steady stream of addicts banging on my door. (The landlord neglected to tell me the previous business was a drug dealer).

On farmers day markets, they actually sweep the dirt and debris into my vestibule instead of out.

On the last First Thursdays I actually had a woman tell me she was directing people AWAY from our event, despite me always emailing you our events so that it can be included in the newsletters. So telling me I have your 'wrong email' is not appropriate, as clearly I have the right email.

I have tried to make contact too many times. You have been very detrimental to my business. I cannot shoot a video with a parade going on outside, as that will be far too noisy. Sunday was the only day to do that shoot, and it was booked weeks ago. So now I have lost it, thanks to you. If I had been notified prior, I would have had been able to schedule a different day, but now it is too late, and my business looks bad because of you.

I would really like you to compensate us for our loss, and for the damage, instead of calling me up and telling me to "read the newspaper".

Thank you.

On Wed, Dec 2, 2015 at 12:49 PM, Elise Swanson <[eswanson@sanpedrochamber.com](mailto:eswanson@sanpedrochamber.com)> wrote:

Hello Jacob and Tori,

I once again want to apologize to Tori for any inconvenience that the holiday parade will cause her business on Sunday. The parade is 35 years old and it has been publicized through many media outlets. The parade is the first Saturday of every month from 1:00 to 3:00 pm. As I mentioned to you on the phone, I highly recommend that you sign up for the Chamber weekly eNews so that you have a listing of events going on in the area.

As for your participation in the parade, once again I apologize but the parade is full. We would love to have you next year in the 2016 parade and when you sign-up for the eNews, you will receive notification regarding the parade starting in August 2016. You can sign up at [www.sanpedrochamber.com](http://www.sanpedrochamber.com). And, we are not actively recruiting participants for the parade and had no knowledge or involvement in any recruiting that People's Place did. Their unit participation number is capped in their parade application.

Also, please feel free to contact me at [eswanson@sanpedrochamber.com](mailto:eswanson@sanpedrochamber.com) in the future for chamber events and Lorena at [lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com) for downtown Business Improvement events. You can also sign up on their website at [www.sanpedrobid.com](http://www.sanpedrobid.com) for PBID newsletters informing you of their upcoming events and activities. Also, please check out our Facebook pages for the latest information.

Once again, I offer my apologies.

Elise Swanson

President/CEO

San Pedro Chamber of Commerce

[\(310\) 832-7272](tel:(310)832-7272) (office)

[\(310\) 590-6311](tel:(310)590-6311) (cell)

*The San Pedro Chamber of Commerce is a non-profit 501 (c) (6) membership organization. The mission of the San Pedro Chamber of Commerce is to promote, support, and advocate the interests of the business community. Our vision is to make San Pedro a better place to live, work, and visit.*

----- Forwarded message -----

From: <[urbanspine@gmail.com](mailto:urbanspine@gmail.com)>

Date: Tue, Dec 1, 2015 at 5:22 PM

Subject: Phone tag!

To: [jacob.haik@lacity.org](mailto:jacob.haik@lacity.org)

Cc: [sanpedrochamber@gmail.com](mailto:sanpedrochamber@gmail.com)

Hi Jake, thanks for calling me back today, sorry I missed you.

I am bit upset about the parade-nobody notified me they were doing this (goes in front of my business), so I had to cancel my only video shoot of the month, as a parade is going to be much too noisy to record, and I am assuming the street will be closed too? I have never been notified of any activities, so it's a bit annoying to always be blinded by these large events. I have tried any times to find out who organizes them, as I have lots of performers who could be hired for entertainment, but no one has responded to my repeated inquiries, and no one has ever notified me of any of them.

The parade is effectively putting me in the hole financially for the month. So I asked to join to promote my business. They said they were "full", yet my neighbors are all actively soliciting for more people to join their groups...so this is very hypocritical.

The past event on Nov 1, (Day of the dead) my window was vandalized (broken), and it took repeated efforts on my behalf of contacting them just to get a response. It is still broken.

I guess the BID is only for members? But it seems unfair that an organization designed to help local businesses has been actually damaging my business each month.

I did get a call back from a "Judy" but despite leaving several messages for her I have not had a response.

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Cheers,

Tori

[310 866 3755](tel:3108663755)

**headshots. videos. reels.**

[urbanspine.com](http://urbanspine.com)

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Cheers,  
Tori

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